



November 13, 2013

**Item No. 16**

**AUTHORIZATION TO ENTER INTO A CONTRACT WITH CLARITY PARTNERS, LLC  
FOR THE WEBSITE DEVELOPMENT & IMPLEMENTATION OF WWW.THECHA.ORG**

**To the Honorable Board of Commissioners:**

**RECOMMENDATION**

It is recommended that the Board of Commissioners authorize the Chief Executive Officer or his designee to enter into a contract with Clarity Partners, LLC for the website development and implementation of [www.thecha.org](http://www.thecha.org) in the firm fixed fee amount of \$144,230 for the one-year base contract term, with an additional one-year option term, exercisable at the CEO's or his designee's discretion, and subject to funding availability and satisfactory performance, in the firm fixed fee amount of \$16,200, for an aggregate not-to-exceed amount of \$160,430.

The Chief of Staff, Office of the General Counsel, and the Department of Procurement and Contracts have completed all necessary due diligence to support the submission of this initiative and recommend the approval of this item accordingly.

**CORPORATE MISSION:** To leverage the power of affordable, decent, safe and stable housing to help communities thrive and low-income families increase their potential for long-term economic success and a sustained high quality of life.

**FUNDING:** General Fund - FY2013

**SOLICITATION SUMMARY**

**Specification No.:** 13 - 01181

**Vendor:** Clarity Partners, LLC  
Rodney S. Zech, Managing Partner  
227 W. Monroe St.  
Suite 3950  
Chicago, IL 60606

**Contract Type:** Website Development & Implementation

**Base Contract Amount:** \$144,230

**Base Contract Period:** 1 year

**Option Period:** 1 year, \$16,200

**Aggregate Not To Exceed:** \$160,430

**Solicitation Release Date:** July 30, 2013

**Days Advertised:** 20

**Addendums:** 1) August 14, 2013  
2) August 16, 2013

**Pre-Bid Date:** August 1, 2013

**Publications:** Chicago Sun-Times, Defender, Extra, CHA website & BuySpeed

**Solicitation Due Date:** August 21, 2013

**Vendor List: 34**  
**Pick-Up List: 5**

**Assist Agencies: 66**  
**Respondents: 7**

**M/W/DBE Participation**

<b>Vendor</b>	<b>M/W/DBE Participation</b>	<b>Section 3 Hiring</b>	<b>Section 3 Contracting</b>	<b>Other Economic Opportunities</b>
Clarity Partners, LLC	52.40%	Vendor is appropriately staffed and has no need to hire; however, respondent is committed to hiring one service desk representative.	Vendor is appropriately staffed and has no need to be subcontracted.	Clarity currently provides staff to three different call center operations within Chicago. The vendor plans to include section 3 residents into the process for hiring new/replacement staff for all of these operations.

**GENERAL BACKGROUND /OVERVIEW**

On July 30, 2013 the Chicago Housing Authority ("CHA") solicited qualified firms to provide website development and implementation services to relaunch the CHA website, [www.thecha.org](http://www.thecha.org).

Bid submittals were received from seven firms on August 21, 2013. The respondent that received the best scores in both the written proposal and oral evaluation portions of the bid process was Clarity Partners, LLC. Founded in 2004, Clarity Partners, LLC is a Chicago-based certified MBE management and technology firm who has served significant clients in both the private and public sectors, which includes the City of Chicago sister agencies.

The Board action recommended in this item complies in all material respects with all applicable Chicago Housing Authority Board policies and all applicable federal (Department of Housing and Urban Development) procurement laws.

The Chief of Staff concurs with the recommendation to enter into a contract with Clarity Partners, LLC for the website development and implementation to relaunch [www.thecha.org](http://www.thecha.org) in the amount of \$144,230 for a one-year base contract term, with an additional one-year option term in the amount of \$16,200, for an aggregate not-to-exceed contract value of \$160,430.

The CEO recommends the approval to enter into a contract with Clarity Partners, LLC for the website development and implementation to relaunch [www.thecha.org](http://www.thecha.org) in the amount of \$144,230 for a one-year base contract term, with an additional one-year option term in the amount of \$16,200, for an aggregate not-to-exceed contract value of \$160,430.

**RESOLUTION NO. 2013-CHA-109**

**WHEREAS,** the Board of Commissioners has reviewed the Board Letter dated November 13, 2013 entitled "AUTHORIZATION TO ENTER INTO A CONTRACT WITH CLARITY PARTNERS, LLC FOR THE WEBSITE DEVELOPMENT & IMPLEMENTATION OF WWW.THECHA.ORG"

**THEREFORE, BE IT RESOLVED BY THE CHICAGO HOUSING AUTHORITY**

**THAT** the Board of Commissioners authorizes the Chief Executive Officer or his designee to enter into a contract with Clarity Partners, LLC for the website development and implementation to relaunch [www.thecha.org](http://www.thecha.org) in the firm fixed fee amount of \$144,230, for a one-year base contract term, with an additional one-year option term, exercisable at the CEO's or his designee's discretion, and subject to funding availability and satisfactory performance, in the amount of \$16,200, for an aggregate not-to-exceed contract value of \$160,430.

This award is subject to the Contractor's compliance with the CHA's MBE/WBE/DBE, Section 3, and bonding and insurance requirements.

